

Message Text

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13

ACTION ARA-20

INFO OCT-01 ISO-00 AID-20 CIAE-00 COME-00 EB-11 FRB-02

INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SP-03

CIEP-02 LAB-06 SIL-01 OMB-01 NSC-07 SS-20 STR-08

CEA-02 NIC-01 DODE-00 PM-07 H-03 L-03 PA-04 PRS-01

USIA-15 DRC-01 /169 W

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R 2452120Z APR 74

FM AMEMBASSY BUENOS AIRES

TO SECSTATE WASHDC 6191

LIMITED OFFICIAL USE BUENOS AIRES 2945

E.O. 11652: N/A

TAGS: ETRD, PFOR, AR, CU

SUBJ: CHRYSLER SIGNS CONTRACT FOR AUTOMOBILE SALES TO CUBA

REF: BA 2040

1. BEGIN UNCLAS: ON APR 23, WITH MUCH GOVERNMENT-ORGANIZED FANFARE, CHRYSLER-FEVRE ARGENTINA SIGNED CONTRACT WITH EMPRESA CUBANA IMPORTADORA DE AUTOMOVILES Y TRANSPORTES FOR THE SALE OF 9,000 DODGE-1500 AUTOMOBILES. THE SIGNING WAS ACCCOMPANIED BY EFFUSIVE PRAISE FOR CHRYSLER BY MIN OF ECON GELBARD. THE MIN SAID THIS WAS A REAFFIRMATION OF ARGENTINE SOVEREIGNTY AND ANOTHER STEP IN ARGENTINE POLICY OF TRADING WITH ALL COUNTRIES.

2. GOA IS GIVING 35 PERCENT EXPORT REBATE/SUBSIDY ON AUTOMOBILES. MANAGING DIRECTOR OF CHYRSLER ARGENTINA INFORMED US THIS \$24.3 MILLION DOLLAR CONTRACT (WHICH COVERS 3 YEAR PERIOD) WILL PUT CHRYSLER IN PROFIT POSITION FOR THIS YEAR. DELIVERIES WILL BEGIN IN MAY. APPARENTLY FORD IS CLOSE TO SIGNING A CONTRACT, BUT GENERAL MOTORS IS MEETING CONSIDERABLE RESISTANCE

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FROM CUBANS ON PRICES. END UNCLAS.

3. BEGIN LIMITED OFFICIAL USE: AS AN INTERSTING SIDELIGHT,
SAME INFORMANT TOLD US THAT AT MEETING ON APR 19 CALLED BY
MIN OF ECON WITH HEADS OF THREE AMERICAN AUTOMOBILE
FIRMS TO DISCUSS STATUS OF THEIR NEGOTIATIONS WITH CUBANS,
ARGENTINE NATIONAL CHIEF EXECUTIVE OF FORD ARGENTINA (COURARD)
GRATUITOUSLY REMARKED THAT FORD WOULD HAVE SOLD CARS TO CUBA
EVEN IF WAIVER HAD NOT BEEN GRANTED. HE LATER REPREATED SAME
REMARK TO PRESS. INFORMANT ADDED HE THOUGHT REMARK STRANGE,
AND RECALLED SIMILAR REMARK BY COURARD SEVERAL MONTHS AGO.
AFTER SWINT MURDER, WHEN ALL US CITIZEN FORD EXECUTIVES WERE
EVACUATED AND COURARD WAS NAMED CHIEF EXECUTIVE OFFICER, HE
SAID IN MEETING WITH GELBARD AND EXECUTIVES OF OTHER AUTOMOBILE
COMPANIES THAT QUOTE SINCE DEPARTURE OF US EXECUTIVES EVERYBODY
AT FORD IS WORKING TOGETHER AS A TEAM BETTER THAN EVER BEFORE
UNQUOTE. THIS REMARK CAME AT A TIME WHEN HE HAD ONLY BEEN IN
OFFICE FOR SEVERAL DAYS. END LIMITED OFFICIAL USE. DECON

4/24/75.

HILL

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

Message Attributes

Automatic Decaptoning: X
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